

ABSTRACT OF THE DISCLOSURE

Image data of plural objects are inputted, the inputted image data are encoded on an object basis, a priority order of code amount allocation is set for the 5 objects, and encoding conditions for the objects in the encoding step are controlled in accordance with the priority order. The encoding conditions are controlled so that a total code amount obtained by encoding the image data of the plural objects does not exceed a 10 predetermined code amount.

005721-007426260